



## METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

6/30/2021 | 5:33 PM CDT

Melissa Heiter, Senior Vice President  
CAA Icon  
5075 South Syracuse Street, Suite 700  
Denver, CO 80237

### RE: RFQ 12125 – Franchise Study for Women’s Professional Sports

Dear Melissa,

Based on evaluation of submitted offers, I am pleased to inform you that the Metropolitan Government intends to award the contract resulting from the above referenced solicitation to CAA Icon.

The final award is contingent upon contract negotiations. Our office will be in touch over the next 10-days to schedule negotiations and discuss next steps.

Documents related to this solicitation are available upon request. You may contact Zak Kelley ([zak.kelley@nashville.gov](mailto:zak.kelley@nashville.gov)) for further information.

We thank all suppliers for their interest in doing business with the Metropolitan Government and look forward to working with CAA Icon on this project.

Best,

*Michelle Hernandez Lane*

Michelle Hernandez Lane  
Purchasing Agent & Chief Procurement Officer

**Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.**

**A. Right to Protest.** Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

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**RFQ 121215 – Franchise Study for Women’s Professional Sports**

Company	Qualifications & Experience (30 Points)	Project Approach (35 Points)	Cost Criteria (30 Points)	Diversity, Equity, & Inclusion (05 Points)	Total (100 Points)
CAA Icon	28	25	30	1	84

Company	Financial Offer	RFP Cost Points
CAA Icon	\$75,000.00	30

CAA Icon	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Examples of similar work are significantly above expectations; include experience with Nashville/middle Tennessee market.</li> <li>• Organizational chart of key individuals is significantly above expectations relative to the inclusion of women.</li> <li>• Organizational chart of key individuals is above expectations relative to experience on similar projects.</li> <li>• Approach to market analysis meets expectations relative to demographic analyses and venue suitability.</li> <li>• Approach to economic impact analysis is above expectations relative to recurring operations spending.</li> <li>• Approach to economic impact analysis meets expectations relative to direct fan spending and direct visiting team spending categories.</li> <li>• Approach to economic impact analysis is above expectations relative to modeling, specifically total gross spending inputs.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Summary of project challenges, risk, and opportunities lacks sufficient detail and is below expectations.</li> <li>• Approach to overcoming identified challenges, mitigating risks, and seizing opportunities lacks sufficient detail and is below expectations.</li> <li>• Organizational chart of key individuals is significantly below expectations relative to the inclusion of black and brown people.</li> <li>• Approach to economic impact analysis is below expectations relative to direct in-venue spending.</li> <li>• Approach to community survey lacks detail and is below expectations relative to database identification, survey distribution, and research methods.</li> </ul>